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## WHAT IS CLAIMED:

- 1. A protective packaging for protecting an at least one article, the protective packaging comprised of a shape memory foam (SMF) structure conforming to at least a portion of the at least one article for protecting the at least one article wherein the SMF has a glass transition temperature  $(T_g)$ .
- Structure has a  $T_g$  of at or above about 21°C, the SMF structure being rigid below the  $T_g$  and elastic above the  $T_g$ , the SMF structure having a shape memory characteristic such that when the SMF structure in an original shape is deformed or compressed above the  $T_g$  to produce a compressed shape and cooled in the compressed shape below the  $T_g$ , the SMF structure retains the compressed shape without the need of external forces and when the temperature is raised above the  $T_g$ , the SMF structure returns substantially to the original shape.
- 3. The protective packaging of claim 2, wherein the SMF structure is comprised of a thermoset or thermoplastic SMF.
  - 4. The protective packaging of claim 2, wherein the SMF structure is comprised of a structure of polyurethane foam produced by reacting an isocycate and a polyol.
  - 5. The protective packaging of claim 4, wherein the polyurethane foam is prepared using a polyol selected from the group comprised of an aromatic polyester polyol, a polycarbonate polyol, a polyether polyol, and mixtures thereof.
    - 6. The protective packaging of claim 5, wherein the polyol has an average functionality between about 2 and about 4.

- 7. The protective packaging of claim 4, wherein the isocyanate is an aromatic isocyanate having a functionality between about 2 and about 3.
- 8. The protective packaging of claim 4, wherein the polyurethane foam is produced by reacting the isocyanate with the polyol and a chain extender.
- 5 9. The protective packaging of claim 2, wherein the SMF has a substantially open cell structure.
  - The protective packaging of claim 2, wherein the  $T_{\rm g}$  is less than about 21 °C.
- 11. The protective packaging of claim 2, wherein the SMF is compressible to less than about 50% of the original volume.
  - 12. The protective packaging of claim 2, wherein the SMF further includes a natural or synthetic additive.
  - 13. The protective packaging of claim 1, wherein the SMF structure is at least partially wrapped, coated, laminated, or encased in a film.
- 15 14. The protective packaging of claim 2, wherein the SMF is hydrophobic.
  - 15. The protective packaging of claim 2, wherein the SMF is resistant to moderate levels of ionizing or non-ionizing radiation.
- an at least one article, the method comprising placing a shape memory foam (SMF) structure having a glass transition temperature (T<sub>g</sub>) and an at least one article in a container, whereby the SMF conforms to at least a portion of the at least one article to protect the at least one article.

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- 17. The method of claim 16 wherein the SMF is at a temperature of about below or about above the  $T_{\rm g}$ .
  - 18. The method of claim 16 further comprising:

deforming or compressing the SMF structure in an original shape to produce a compressed shape;

cooling the compressed shape to below the  $T_{\rm g}$  to retain the compressed shape; and

raising the temperature of the compressed shape to above about the  $T_{\rm g}$  to substantially regain the original shape,

whereby the original shape or the compressed shape conforms to at least a portion of the at least one article to protect the at least one article.

- 19. The method of claim 18 wherein the raising of the temperature of the SMF is accomplished by a process selected from the group consisting of convection heating, conductive heating, microwave heating, or chemical reaction.
- The method of claim 18 wherein the cooling of the SMF is accomplished by a process selected from the group consisting of free convection, forced convection, refrigeration, conductive cooling, cooling baths, and liquid gas or nitrogen.
- 21. The method of claim 18 further comprising providing a plurality of SMF structures and a plurality of articles.
  - 22. The method of claim 21 whereby the plurality of SMF structures are stackable for protecting the plurality of articles.
  - 23. A method for producing a protective packaging, the method comprising:
- providing a shape memory foam (SMF) structure having a glass transition temperature  $(T_g)$ ;

providing a transportation or storage container;

deforming or compressing the SMF structure to produce a compressed shape; and

placing he compressed shape in the transportation or storage container.

- 5 24. The method of claim 23 wherein the compressed shape is substantially flat.
- 25. The method of claim 23 further comprising providing a plurality of SMF structures suitable for deforming or compressing into deformed
  shapes for storing in the transportation or storage container.